



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

| | | |
|--|--|--|
| Contract / Revision 493021 / | | Alt Order # 06311262 |
| Product S BERKLEY FOR SENATE | | |
| Contract Dates 09/12/12 - 09/17/12 | | Estimate # |
| Advertiser Berkley For Senate | | Original Date / Revision 09/11/12 / 09/11/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station KVVU | Account Executive Teresa Difuria | Sales Office TELEREP-PHIL |
| Special Handling | | |
| Demographic Adults 35+ | | |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------|-------------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | KVVU | 09/12/12 | 09/14/12 | Fox 5 News @ 430am | M-Th, Sun 430-5ar | | :30 | | | NM | 3 | \$255.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WT--- | | | | 3 | \$85.00 | | | |
| N 2 | KVVU | 09/16/12 | 09/16/12 | Fox 5 News @ 430am | M-Th, Sun 430-5ar | | :30 | | | NM | 1 | \$85.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | | | 1 | \$85.00 | | | |
| N 3 | KVVU | 09/12/12 | 09/14/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | | :30 | | | NM | 6 | \$4,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | | | 6 | \$725.00 | | | |
| N 4 | KVVU | 09/17/12 | 09/17/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | | :30 | | | NM | 2 | \$1,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | 2----- | | | | 2 | \$725.00 | | | |
| N 5 | KVVU | 09/12/12 | 09/14/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | | :30 | | | NM | 6 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | | | 6 | \$700.00 | | | |
| N 6 | KVVU | 09/17/12 | 09/17/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | | :30 | | | NM | 2 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | 2----- | | | | 2 | \$700.00 | | | |
| N 7 | KVVU | 09/12/12 | 09/14/12 | MORE Access | 630-7pm | | :30 | | | NM | 3 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | | | 3 | \$400.00 | | | |
| N 8 | KVVU | 09/17/12 | 09/17/12 | MORE Access | 630-7pm | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | 1----- | | | | 1 | \$400.00 | | | |
| N 9 | KVVU | 09/12/12 | 09/14/12 | Fox 5 News at 6pm | M-F 6-630pm | | :30 | | | NM | 3 | \$1,575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | | | 3 | \$525.00 | | | |
| N 10 | KVVU | 09/17/12 | 09/17/12 | Fox 5 News at 6pm | M-F 6-630pm | | :30 | | | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | 1----- | | | | 1 | \$525.00 | | | |
| N 11 | KVVU | 09/12/12 | 09/14/12 | Fox 5 News at 5 MF 530-6p | M-F 530-6p | | :30 | | | NM | 3 | \$1,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 493021 / | 06311262 |

| Contract Dates | Product | Estimate # |
|---------------------|--------------------|------------|
| 09/12/12 - 09/17/12 | S BERKLEY FOR SENA | |

| Advertiser | Original Date / Revision |
|--------------------|--------------------------|
| Berkley For Senate | 09/11/12 / 09/11/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|--------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | | 3 | \$625.00 | | | |
| N 12 | KVVU | 09/17/12 | 09/17/12 | Fox 5 News at 5 MF 530-6p | M-F 530-6p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1----- | | | | 1 | \$625.00 | | | |
| N 13 | KVVU | 09/12/12 | 09/14/12 | Fox 5 News at 5 | 5-530p | | :30 | | | NM | 3 | \$1,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | | 3 | \$550.00 | | | |
| N 14 | KVVU | 09/17/12 | 09/17/12 | Fox 5 News at 5 | 5-530p | | :30 | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1----- | | | | 1 | \$550.00 | | | |
| N 15 | KVVU | 09/12/12 | 09/14/12 | TMZ | 730-8p | | :30 | | | NM | 3 | \$2,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | | 3 | \$850.00 | | | |
| N 16 | KVVU | 09/17/12 | 09/17/12 | TMZ | 730-8p | | :30 | | | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1----- | | | | 1 | \$850.00 | | | |
| N 17 | KVVU | 09/12/12 | 09/14/12 | Extra | M-F 7-730p | | :30 | | | NM | 3 | \$1,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | | 3 | \$625.00 | | | |
| N 18 | KVVU | 09/17/12 | 09/17/12 | Extra | M-F 7-730p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1----- | | | | 1 | \$625.00 | | | |
| N 19 | KVVU | 09/13/12 | 09/13/12 | Glee | Thu 9p-10p | | :30 | | | NM | 1 | \$6,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ---1--- | | | | 1 | \$6,500.00 | | | |
| N 20 | KVVU | 09/16/12 | 09/16/12 | Fox 5 News Su 10p-1045p | Su 10p-1045p | | :30 | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----1 | | | | 1 | \$1,250.00 | | | |
| N 21 | KVVU | 09/12/12 | 09/14/12 | Fox 5 News M-F 10p-11p | 10p-11p | | :30 | | | NM | 3 | \$6,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | | 3 | \$2,150.00 | | | |
| N 22 | KVVU | 09/17/12 | 09/17/12 | Fox 5 News M-F 10p-11p | 10p-11p | | :30 | | | NM | 1 | \$2,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1----- | | | | 1 | \$2,150.00 | | | |
| Totals | | | | | | | | | | | 50 | \$42,390.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 08/27/12 - 09/17/12 | 50 | \$42,390.00 | \$36,031.50 |
| Totals | 50 | \$42,390.00 | \$36,031.50 |

Signature: _____ Date: _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 15.46

1831 CHESTNUT STREET

PHILADELPHIA, PA 19103

| PRDCT | S | BERKLEY FOR SENATE | EST # | COMMENTS : (LINE, ORDER, INVOICE) |
|-------|---|--------------------|-------|-----------------------------------|
|-------|---|--------------------|-------|-----------------------------------|

FLIGHT DATES SEP12/12 SEP17/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP11/12 15.40

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SHELLEY BERKLEY FOR SENATE

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--|-----|----|-------------|------|-----|---------|------------|----------|----------|-----------|------|-----------|
| : LINE# | : | : | : | : | : | : | DATE | DATE | : | : | : | : SPTS |
| 1 | S | | 430A-459A | 30 | | \$85.00 | 9/12 | 9/14 | 2 | | W-F | 2 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| RA35+ : 1.1 | | | | | | | | | | | | |
| CON COM1 : MAX 1X DAY | | | | | | | | | | | | |
| 23 | A | | 430A-459A | 30 | | \$85.00 | 9/14 | 9/14 | 1 | | FRI | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| RA35+ : 1.1 | | | | | | | | | | | | |
| ORD COM1 : SPOT N/A DUE TO LOGS CLOSED YESTERDAY FOR 9/12 SPOT. LET ME KNOW IF | | | | | | | | | | | | |
| ORD COM2 : THEY CAN DOUBLE UP ON FRIDAY IN STP. | | | | | | | | | | | | |
| THIS IS A MAKE-GOOD FOR SEP12 ON LINE-1 FOR 1 SPOT/WK | | | | | | | | | | | | |

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 15.46
 CHANGES ** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#1 MISSED:W-F/430A-459A SEP12 30S \$85.00 (SEP11/12)
 OFFER:FRI/430A-459A SEP14 30S \$85.00 PLS ADVISE.
 CMT:SPOT N/A DUE TO LOGS CLOSED YESTERDAY FOR 9/12 SPOT. LET ME KNOW IF
 CMT:THEY CAN DOUBLE UP ON FRIDAY IN STP.

SEP/12 42390.00 CONTRACT TOTAL 42390.00
 TOTAL SPOTS 50

MARKET TOTALS \$176,625 KVVU 24% KSNV 30% KLAS 26% KTNV 16% KVMY 1% KVCW 3% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

SEP11/12 14.25
*** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|----------------------|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 1 | | | 430A-459A | 30 | | \$85.00 | 9/12 | 9/14 | 3 | | W-F | 3 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| RA35+ : 1.1 | | | | | | | | | | | | |
| CON COM1: MAX 1X DAY | | | | | | | | | | | | |
| 2 | | | 430A-459A | 30 | | \$85.00 | 9/17 | 9/17 | 1 | | MON | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| RA35+ : 1.1 | | | | | | | | | | | | |
| 3 | | | 600A-700A | 30 | | \$725.00 | 9/12 | 9/14 | 6 | | W-F | 6 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| RA35+ : 2.3 | | | | | | | | | | | | |
| CON COM1: MAX 2X DAY | | | | | | | | | | | | |
| 4 | | | 600A-700A | 30 | | \$725.00 | 9/17 | 9/17 | 2 | | MON | 2 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| RA35+ : 2.3 | | | | | | | | | | | | |

REP HEADLINE# 6311262
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP11/12 14.25
*** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|--|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 5 | | | 700A-900A PROGRAM : NEWS RA35+ : 2.2 CON COM1: MAX 2X DAY | 30 | | \$700.00 | 9/12 | 9/14 | 6 | | W-F | 6 |
| 6 | | | 700A-900A PROGRAM : NEWS RA35+ : 2.2 | 30 | | \$700.00 | 9/17 | 9/17 | 2 | | MON | 2 |
| 7 | | | 630P-700P PROGRAM : MORE RA35+ : 2.4 CON COM1: MAX 1X DAY | 30 | | \$400.00 | 9/12 | 9/14 | 3 | | W-F | 3 |
| 8 | | | 630P-700P PROGRAM : MORE RA35+ : 2.4 | 30 | | \$400.00 | 9/17 | 9/17 | 1 | | MON | 1 |
| 9 | | | 600P-630P PROGRAM : NEWS RA35+ : 2.3 CON COM1: MAX 1X DAY | 30 | | \$525.00 | 9/12 | 9/14 | 3 | | W-F | 3 |
| 10 | | | 600P-630P PROGRAM : NEWS RA35+ : 2.3 | 30 | | \$525.00 | 9/17 | 9/17 | 1 | | MON | 1 |
| 11 | | | 530P-600P PROGRAM : NEWS RA35+ : 2.3 CON COM1: MAX 1X DAY | 30 | | \$625.00 | 9/12 | 9/14 | 3 | | W-F | 3 |
| 12 | | | 530P-600P PROGRAM : NEWS RA35+ : 2.3 | 30 | | \$625.00 | 9/17 | 9/17 | 1 | | MON | 1 |

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 *** ORIGINAL REV#0 ***

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 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP11/12 14.25
 *** KVVU-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|----------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 22 | | | 1000P-1100P | 30 | | \$2,150.00 | 9/17 | 9/17 | 1 | | MON | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| RA35+ : 3.9 | | | | | | | | | | | | |
| SEP/12 | | | 42390.00 | | | | | | | | | |
| CONTRACT TOTAL | | | | | | | | | | | | 42390.00 |
| TOTAL SPOTS | | | | | | | | | | | | 50 |

MARKET TOTALS \$176,625 KVVU 24% KSNV 30% KLAS 26% KTNV 16% KVMY 1% KVCW 3% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*